Teaching Guide

Identifying Data				2024/25
Subject (*)	Omni-Channel Fashion Retailing		Code	710G03024
Study programme	Grao en Xestión Industrial da Moda			

Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	2nd four-month period	Third	Obligatory	6

Language	English
Teaching method	Face-to-face
Prerequisites	
Department	Empresa
Coordinador	Crespo Pereira, Verónica	E-mail	veronica.crespo@udc.es
Lecturers	Crespo Pereira, Verónica	E-mail	veronica.crespo@udc.es
	Czarczynska , Anna Marta		a.czarczynska@udc.es
Web	humanidades.udc.es/estudos/gim
General description	Companies must take a look at their market position, customer relationships an existing resources to create the best scenario for adding value driver for the business. Offering a compelling omnichannel experience is an urgent requirement for fashion business survival. Nowdays buyers are into new ways of shopping. Most consumers do not even think in terms in traditional channel boundaries anymore but in shopping based on seamless experiences. This subject is structured to provide a multifaceted knowledge of omnichannel experiences, as well as to dig into the process to implement retailing onmichannel strategies in fashion industry.

Study programme competences / results	
Code	Study programme competences / results
A8	To be able to design and implement efficient marketing strategies from knowledge of the social environment, with a focus on communication and distribution: messages, media, channels, customer relationships, etc?
B1	That students demonstrate that they acquired and understood knowledge in a study area that originates from general secondary education and that can be found at a level that, though usually supported by advanced textbooks, also includes aspects implying knowledge from the avantgarde of its field of study
B2	That students know how to apply their knowledge to their job or vocation in a professional form, and have the competencies that are usually demonstrated through elaboration and advocacy of arguments and problem resolution within their field of study
B3	That students have the capacity to collect and interpret relevant data (normally within their field of study) in order to issue judgements that include a reflection upon relevant topics in the social, scientific or ethical realm
B4	That students may convey information, ideas, problems and solution to the public, both specialized and not
B6	Capacity for cooperation, team-work and collaborative learning in interdisciplinary settings
B7	Capacity to analyse trends (critical thinking)
B8	Capacity to plan, organize and manage resources and operations
B9	Capacity to analyse, diagnose and take decisions
C1	Adequate oral and written expression in the official languages.
C3	Using ICT in working contexts and lifelong learning.
C4	Acting as a respectful citizen according to democratic cultures and human rights and with a gender perspective.
C5	Understanding the importance of entrepreneurial culture and the useful means for enterprising people.
C7	Developing the ability to work in interdisciplinary or transdisciplinary teams in order to offer proposals that can contribute to a sustainable environmental, economic, political and social development.
C8	Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.
C9	Ability to manage times and resources: developing plans, prioritizing activities, identifying critical points, establishing goals and accomplishing them.

Learning outcomes

Learning outcomes	Study programme competences / results		
Appreciating the importances of marketing channel management to a firm?s success	A8	B4 B6 B7 B8 B9	C1 C3 C4 C7 C8 C9
Identifying differences between omni-channel strategies and multichannel strategies	A8	B1 B7 B9	C3 C5 C8
Identifiying and describing drivers and trends shaping the move to onmichannel strategies in fashion market	A8	B6 B7	C3 C5 C8
Designing onmichanel retailing strategies for fashion industry	A8	B2 B3 B4 B6 B7 B8 B9	C3 C8 C9

Contents	
Topic	**Sub-topic**
Part I. Distribution channels in the fashion industry	1.1. Introduction to the distribution in fashion industry 1.2. Singlechannel marketing in fashion 1.3. From the singlechannel to multichannel in fashion industry 1.4. From the multichannel strategy to omnichannel strategy 1.5. Online and offline distribution channels in fashion: format retailers
Part II. The onmichannel distribution strategy	2.1. Consumer behavior in fashion industry and buyer persona profile 2.2. Exploring omnichannel retailing in fashion strategies 2.3. Integrating traditional and digital channels: Roadmap to create and implement omnichannel retailing strategy in fashion industry (Customer journey map) 2.4. The new role of the physical shop in a offline context.
Part III. Tactical onmichannel applications in the fashion industry	3.1. Platforms and marketplace in fashion 3.2. Shopping experience digitalization in fashion industry 3.3. Technology for the intelligent store in fashion industry

Planning				
Methodologies / tests	**Competencies / Results**	**Teaching hours (in-person & virtual)**	**Student?s personal work hours**	**Total hours**
Case study	A2 A7 B7 B10 C2	1	19	20
Oral presentation	A8 B1 B2 B3 B4 B6 B8 C1 C3 C4 C7 C8 C9	2	8	10
Guest lecture / keynote speech	A1 A2 B2 B10 C2 C5	21	20	41
Multiple-choice questions	A1 A8	1	29	30

Workshop	A5 B9 C3 C5 C7 C8	20	25	45
Personalized attention		4	0	4

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	**Description**
Case study	Study of real examples of omnichannel strategies in fashion firms
Oral presentation	Students will carry out final work in groups. They must present a written work as well as an oral presentation at the end of the course. The oral defense of this task will be done the last week of the course and it will be evaluated.
Guest lecture / keynote speech	The theory of the subject will be presented in class with the aid of visual and audiovisual support.
Multiple-choice questions	Multiple choice multiple choice test in which only one option is correct. Incorrect answers will penalize.
Workshop	Students will receive instructions from the teacher to guide the practical work. They should prepare a final work in groups that will be developed both in the classroom (interactive session) and outside the classroom (autonomous work) and whose evidence will be the presentation of a written work and its oral defense at the end of the course.

Personalized attention	
Methodologies	**Description**
Workshop Guest lecture / keynote speech	If there is any doubt regarding the material explained in class, hours of tutoring are available for this purpose. For students with recognition of part-time dedication and academic exemption can benefit from a specific tutoring schedule that will be agreed with the teacher and compatible with their dedication of the student. ATTENTION TO DIVERSITY: The subject may be adapted for students who require measures aimed at supporting diversity (physical, visual, auditory, cognitive, learning, or related to mental health). If this is the case, they should contact the available services at UDC/at the center: within the official deadlines stipulated prior to each academic semester, with the Diversity Attention Unit (https://www.udc.es/cufie/ADI/apoioalumnado/); if not, with the ADI tutor of the Faculty of Humanities.

Assessment			
Methodologies	**Competencies / Results**	**Description**	**Qualification**
Workshop	A5 B9 C3 C5 C7 C8	In groups, students must present a project. This will be developed both in the practical class and outside of it (autonomous work). This must respect the evaluation criteria shared in class. The project accounts for 40% of the final grade. All group members will receive the same score. To pass the project, a score equal to or greater than 2.5 points out of 5 must be accumulated, resulting from the sum of the project (40%) and its oral presentation (10%).	40
Oral presentation	A8 B1 B2 B3 B4 B6 B8 C1 C3 C4 C7 C8 C9	All group members must orally present the project. In the oral part, students must adequately defend the main points of the work and demonstrate knowledge of the topic, as well as correctly answer the questions asked by the teacher. The assessment will be individual in the oral part. The maximum score will be 1 point.	10

| Multiple-choice questions | A1 A8 | Individual multiple choice test with only one correct answer. Incorrect answers will penalize.

All materials and content taught and discussed in the classroom, either online or in offline, may be part of the exam questions. The exam, of an individual nature, must be prepared by using all the materials available on the virtual platform, that is, not only make use of the documents shared in class, but also the readings, audiovisual materials and notes the student take in the classroom.

To pass the exam it must be obtained a grade equal or superior to 2,5 points out ot 5. | 50 |

Assessment comments

REGULATIONS

All aspects related to "academic exemption,""study dedication," "academic continuity," and"academic fraud" will be governed according to the current academicregulations of UDC.

GRADING TYPES

a) GRADE OF NON-PRESENTED. This applies to students who only participate in assessment activities that have a weighting of less than 20% of the final grade, regardless of the grade achieved.

b) STUDENTS WITH RECOGNIZED PART-TIME STUDY AND ACADEMIC EXEMPTION (ATTENDANCE EXCEPTION) Students with "academic exemption fromattendance" will be required to give an oral presentation (10% of the grade), a final written assignment (40% of the grade), and an exam (50% of the grade). The practical work must be done independently. Students with academic exemption may defend their project orally online if they so request. To pass the subject, a minimum of 2.5 points out of 5 must be obtained in the final exam,as well as in the practical part (oral presentation and written assignment) a minimum of 2.5 points out of 5. The final grade will be the sum of both parts.

EVALUATION OPPORTUNITIES

A.FIRST AND SECOND OPPORTUNITY. To pass the course, students must pass both the final exam and the final assignment with a minimum of 2.5 out of 5 for each part mentioned. The minimum to pass is 5 points resulting from the sum of both parts. In case of failing one of the parts, the grade report will reflect theg rade of the failed part evaluated on a scale of 0 to 10. In case of failing both parts, the grade report will reflect the higher grade on a scale of 0 to10. The official evaluation system and dates will apply to all students in the course, including Erasmus and exchange students. Students who have passed the course will not be able to attend the second opportunity to improve their grade.

The evaluation criteria for the second opportunity will be the same as those for the first. Those who have not passed the coursein the first opportunity must adhere to the following criteria:

a) Project passed and exam failed. Students must retake the exam (50% of the grade). These students may resubmit the project;otherwise, the grade obtained in the first opportunity will be maintained. The project for submission in the second opportunity must adhere to the contents demanded in the first opportunity and will not be defended orally. The weighted value of the project will be 50%.

b) Project failed and exam passed. The project for submission in the second opportunity must adhere to the contents demanded in the first opportunity and will not be defended orally. The weighted value of the project will be 50%. Students may retake the exam (50% of the grade); otherwise, the grade obtained in the first opportunity will be maintained.

c) Project and exam failed. Both parts must be retaken. The project for submission in the second opportunity must adhere to the contents demanded in the first opportunity and will not be defended orally. The weighted value of the project will be 50%. The exam will be 50%.

B. For the extraordinary call, the evaluation will be a multiple-choice test (objective test with

multiple-choice answers) (100% of the score) with various answer options, where

errors will be penalized.

Sources of information

Basic	- Ramadan, S. (2017). Omnichannel marketing . CreateSpace Independent Publishing Platform
	- Palmatier, W., Sivadas, E., Stern, L.W. (2020). Marketing channel strategy: an onmichannel approach. New York: Routledge
	- Ozuem, W., Pattern,E., Azemi, Y. (2020). Harnessing omnichannel marketing strategies for fashion and luxury brands. Boca Ratón: Brown Walker Press/Universal Publishers
	- Piotrowicz, W., Cuthbertson, R. (2019). Exploring omnichannel retailing . Oxford: Springer
	- Diserhan, T. (2020). Managing customer experiences in an omnichannel world. Business science reference
	- Ozuem, W., Pattern,E., Azemi, Y. (2020). Harnessing omnichannel marketing strategies for fashion and luxury brands. Boca Ratón: Brown Walker Press/Universal Publishers
	- Cabigiosu, A. (2020). Digitalization in the luxury fashion industry. Springer
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Fashion Marketing and Market Research/710G03012
Global Trends in Fashion: Digital Transformation and Sustainability/710G03008
Subjects that are recommended to be taken simultaneously
Subjects that continue the syllabus
Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.